


MARIPOSA COUNTY BOARD OF SUPERVISORS

MINUTE ORDER

TO: STEVE HAYES, Visitors Bureau Director

FROM: MARGIE WILLIAMS, Clerk of the Board 

SUBJECT: RESOLUTION ACCEPTING THE PROPOSAL FROM NEW TIMES PUBLISHING, INC., OF MAMMOTH LAKES FOR PRODUCTION OF A VACATION PLANNER WITH ADVERTISING AND AUTHORIZING THE VISITORS BUREAU DIRECTOR TO NEGOTIATE A CONTRACT WITH TERMS ACCEPTABLE TO BOTH PARTIES AND RETURN WITH THE CONTRACT FOR BOARD APPROVAL

THE BOARD OF SUPERVISORS OF MARIPOSA COUNTY, CALIFORNIA,
ADOPTED THIS Order on October 7, 1997

ACTION AND VOTE:

Steve Hayes, Visitors Bureau Director:

Resolution Accepting the Proposal from New Times Publishing, Inc., of Mammoth Lakes for Production of a Vacation Planner with Advertising and Authorizing the Visitors Bureau Director to Negotiate a Contract with Terms Acceptable to Both Parties and Return with the Contract for Board Approval

BOARD ACTION: It was clarified that the proposal is from New Times Publishing versus New York Times Publishing as was shown on the agenda. (M)Parker, (S)Balmain, Res. 97-393 adopted. Further discussion was held. Steve Hayes advised that he will bring back a budget adjustment as New Times Publishing will sell all of the ads and cover all of the costs for the new brochure. Further discussion was continued for the following hearing to be opened.

10:00 a.m. Public Hearing to consider preliminary drafts of the Source Reduction and Recycling Element, the Household Hazardous Waste Element, the Siting Element and the Summary Plan was opened and continued to after the following matter.

Further discussion was held relative to the production of the new vacation planner. Ayes: Balmain, Stewart, Parker, Pickard; Noes: Reilly.

cc: Ken Hawkins, Auditor
File

MARIPOSA COUNTY
BOARD OF SUPERVISORS

AGENDA
ACTION FORM

DATE: October 7, 1997
AGENDA ITEM NO.: 4

DEPARTMENT: Visitors Bureau BY: Steve Hayes PHONE: 966-2456

RECOMMENDED ACTION AND JUSTIFICATION: (Policy Item: Yes No)

The Mariposa County Vacation Planner is used as fulfillment for requests for information about Mariposa County. The publication is distributed through the mail to approximately 52,000 people requesting it through the mail, internet, and telephone. The remaining 18,000 brochures are distributed at visitor centers in Mariposa, Coulterville, and San Francisco; trade shows; Yosemite Park entrances; local events; AAA and other travel offices; and by local citizen ambassadors as they travel.

This year the Mariposa County Visitors Bureau proposes to produce a brand new version of the vacation planner with advertising. Advertising in a Vacation Planner is a common way to support destination marketing organization activities. This change provides an opportunity for industry support of the Visitors Bureau program and may lead to other opportunities for industry support and or cost reimbursement for services.

(Continued)

BACKGROUND AND HISTORY OF BOARD ACTIONS: On August 5, 1997, the Board authorized the Visitors Bureau Director to prepare and release a request for proposal (attached) for the development of a revised edition of the Mariposa County Vacation Planner; Resolution #97-317.

LIST ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

1. Reject all proposals and request new proposals.
2. Accept the recommended proposal and authorize Visitors Bureau Director to negotiate a contract and return to the Board for approval.
3. Authorize the Visitors Bureau Director to print a revised edition of the existing product with out advertising and add \$35,000 of revenue transfers to the Visitors Bureau to replace anticipated advertising sales revenue and provide for costs that would have been eliminated in a new version for use of some photos and pre-press costs.

COSTS: Not Applicable

A. Budgeted current FY \$ _____

B. Total anticipated costs \$ _____

C. Required additional funding \$ _____

D. Internal transfers \$ _____

SPECIAL INSTRUCTIONS:
List the attachments and number the pages consecutively:

Request for Proposal

SOURCE: 4/5ths Vote Required

A. Unanticipated revenues \$ _____

B. Reserve for contingencies \$ _____

C. Source description: _____

Balance in Reserve for Contingencies, if approved: \$ _____

New Times Publishing Proposal

CLERK'S USE ONLY:

RES. NO.: 97-393 Ord. No. _____

Vote - Ayes: _____ Noes: _____

Absent: _____ Abstained: _____

() Approved () Denied

(x) Minute Order Attached () No action necessary

The foregoing instrument is a correct copy of the original on file in this office.

Date: _____

ATTEST: MARGIE WILLIAMS, Clerk of the Board
County of Mariposa, State of California

By: _____
Deputy

ADMINISTRATIVE OFFICER'S RECOMMENDATION:
This item is on agenda as:

- _____ Recommended
- _____ Not Recommended
- _____ For Policy Determination
- _____ Submitted with Comment

Comment: _____

A.O. Initials: _____

Since the distribution of the vacation planner is seldom requested by people locally or in the nearby region the Visitors Bureau does not consider selling advertising as competition to local advertisers or businesses selling local advertising. The target market for potential lodging advertisers is different from the local advertising market. Potential advertisers such as restaurants, retail, real estate, and others will be addressing a targeted audience of people who may come from more than fifty miles away to stay in Mariposa County. While the sale of advertising may affect the local advertising budget of some companies the success of the destination marketing program will in the long run increase the amount of dollars available for local advertising. The RFP was legally noticed in both Mariposa news papers. One local news paper requested an RFP but declined to submit a proposal indicating that they could not meet the time frames specified.

Five responses were received and reviewed by members of the Tourism Advisory Council and the Visitors Bureau Director. Responses were received by the following companies. **Bids were received for two allowable options:** 1) Complete cost of publishing with the Visitors Bureau selling the advertising; and 2) Accepting complete financial responsibility for the product with costs offset by advertising.

Responding Company:	\$ for Option #1 above:	\$ for Option #2 above:
1. Stonecutter Design, Mariposa;	\$74,000.00	N/A
2. McNally Temple Associates, Inc., Sacramento;	\$52,236.96	N/A
3. New Times Publishing, Inc., Mammoth Lakes; \$0	N/A	\$0.00
4. HD96 Publishing, Incline Village;	\$71,052.00	N/A
5. Berryman & Henigar, San Diego;	\$69,530.00	N/A

The New Times Publishing, Inc., response proposes to accept all financial responsibility for the product with no additional cost to the County. The respondent will sell all ads and be responsible for all accounts. The respondent has experience producing the type of product desired. The recommended response is enclosed following the RFP.

The Visitors Bureau Director as advised by the Tourism Advisory Council members makes the following recommendation to the Mariposa County Board of Supervisors:

Accept the proposal from New Times Publishing, Inc. of Mammoth Lakes and authorize the Visitors Bureau Director to negotiate a contract with terms acceptable to both parties and return with the contract for Board approval. If the Visitors Bureau Director through contractual terms and procedural agreement can not reasonably ensure the product quality the Board authorizes the director to begin plans to produce a revised version of the existing planner to be printed for the upcoming year and return to the Board with a request for revenue to replace the anticipated advertising sales revenue in the department's budget plus costs that would have been eliminated in a new version.